

# South Central Massachusetts Elderbus

READYBUS Service Overview  
May 2017

# Our Core Mission

SCM Elderbus

- Provide transportation services to *senior and disabled* clients within service area
  - WRTA sub-contractor
- Service area includes 22 communities, covering more than 575 square miles
- 46,000 trips provided annually
  - 31% of all trips are healthcare related
  - 12% of all (core) trips are work related
  - 17% of all trips for shopping

# How Else Can We Help...?

SCM Elderbus

- SCM Elderbus available resources...
  - Fleet of 23 Company vehicles
  - Fully trained driver workforce
  - Scheduling/dispatching/customer service function in place
- Capacity Issue...?
  - Excess seating capacity available on current fleet
- What will it cost?
  - Budget is always an issue

# READYBUS Service

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- New service offered in conjunction with core mission
- Provide in-town work related transportation without age/disability restriction
- Targeted communities with established base of retail and commercial operations
  - Restaurants, 'big box' retailers, grocery stores, hospitality establishments

# Target Client Base

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- Area residents working in local retail and commercial establishments
- Part-time employees often at the lower end of pay scale
  - Lack of transportation identified as a barrier to employment
- Identified area businesses that often employ large number of part-time employees

# Financial Considerations

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- Minimal financial investment
  - Cannot add headcount
  - Cannot increase personnel hours
  - Cannot add to physical infrastructure
- Minimal incremental budget available
  - Additional fuel expense estimate of \$10K for full fiscal year

# READYBUS Implementation

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- Worked with local social service organization assisting clients with employment opportunities
- Prepared video presentation for airing on local cable access stations
- Distributed marketing materials to local retail and commercial operations

# READYBUS Current and Future

SCM Elderbus

- Extremely popular and cost effective
  - Minimal incremental annual expense
- Averaging around 275 trips per month
  - Approximately 7% of total annual trip volume
- Operating hours expanded due to demand
  - 6:00am start time implemented
  - Earlier start utilized by both Readybus and Elderbus clients



# What We Learned

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- Partnering with others to create synergy
  - Local social service entity identified lack of transit option as an employment barrier
- Identify and define specific target market
  - Don't overextend resources
- Core mission must remain intact
  - Senior and disabled clients remain our priority

# Additional Information...

SCM Elderbus

- Inquiries and Reservations
  - 800-321-0243
- [SCMELDERBUS.ORG](http://SCMELDERBUS.ORG)
- [READYBUS.ORG](http://READYBUS.ORG)